

Fall 2015

HRT 2020

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University of New Orleans

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Lester E. Kabacoff
School of Hotel, Restaurant, and Tourism Administration
HRT 2020-Hotel Operations
Fall 2015

Day/Time/Place: Tuesday & Thursday/ 9:30 a.m.–10:45 a.m./KH 205

Instructor's Name: Dr. Kim Williams

Office: KH 462

Phone: 280-5503

Email: khwilli3@uno.edu

Office Hours: Monday 8 – 12 p.m.

Tuesday & Thursday 8:30 a.m. – 9:30 a.m.

Course Description: Study of the operating departments and functions of contemporary hotels. Topics will include analysis of commercial, transient, resort, and convention properties. The course will examine the management processes and problems in operating hotels.

Student Learning Outcomes: At the completion of this course, students should be able to:

1. Identify the characteristics of the traditional hotel industry and the modern hotel industry.
2. Classify hotels by size, class, type, plan, and variations of themes.
3. Describe the new product patterns, market patterns, ownership patterns, and management patterns in the modern hotel industry.
4. Identify the organizational and building structure of hotels.
5. Forecast available rooms and overbooking strategies used by hoteliers.
6. Identify the components of the reservation for individual reservations and group bookings.
7. Apply Total Quality Management (TQM) and Customer Relations Management (CRM) theories when managing guest services.
8. Identify functions and procedures related to the arrival and rooming of the guest.
9. Understand the factors and considerations in determining the hotel room rate.
10. Understand the front office's role in billing and collecting.

Required Text and Required IClicker

Check-In Check-Out: Managing Hotel Operations. Ninth Edition. Gary K. Vallen and Jerome J. Vallen. ISBN: 978-0-13-270671-1

IClicker-Purchased from the UNO bookstore.

Grading Scale: **Grades/points earned are not rounded for the purpose of calculating the final grade.*

A: 540-600 B: 480-539 C: 420-479 D: 360-419 F: 0-359

IClicker: The IClicker is required for the course and can be purchased from the UNO Bookstore for in-class participation. I>clicker is a response system that records your attendance, allows you to respond to questions posed during class and allows additional questions/feedback which may be graded as your in-class participation. **In order to receive this credit, you will need to register your IClicker remote online by September 3, 2015 using the following link or cutting and pasting the link into your browser:** <http://www.iclicker.com/registration>.

Complete the fields with your first name, last name, UNO email address (my.uno.edu), and remote ID. The remote ID is the series of numbers and sometimes letters found on the bottom of the back of your IClicker 2 remote. You must come to class at least once and vote on at least one question in order to complete the registration. IClicker will be used every day in class, and you are responsible for bringing your remote daily. You are also responsible for keeping your IClicker2 properly registered and functioning (good batteries, etc.) Not having an IClicker during class or properly functioning to record attendance or for quizzes/assignments will result in no points for that day after September 3, 2015.

Learning Resources: The syllabus and course slides are available on Moodle. Check Moodle regularly for any class changes or information that will be posted in announcements.

Classroom Etiquette:

During **class** time, students **are** expected to:

- 1) Arrive to class on time
- 2) Remain in class until class is dismissed and not pack bags prior to dismissal
- 3) Refrain from reading non-class related materials, **including text-messages on cell phones**
- 4) Refrain from working on other class assignments
- 5) Refrain from writing personal notes to other students
- 6) Give the instructor their undivided attention.
- 7) Refrain from participating in personal conversations with other students, orally, in writing, or by text-messaging
- 8) Remain visibly awake, and
- 9) **Turn off all electronic devices including cell phones and laptop computers.**

Classroom Protocol

All pagers and cell phones must be turned off in the classroom! No cell phone usage will be allowed in the classroom once class begins. Students who exhibit other disruptive behavior such as sleeping, studying or working on other assignments for other classes, reading the newspaper, working/playing games on laptops, and carrying on distracting conversations with neighbors will be dismissed from the classroom. If a student is dismissed from class, no attendance credit will be received for that class.

Communication via E-mail

At times, important course information may be sent to students by email. To that end, all students are required to have a valid UNO email address. You are responsible for ensuring that your UNO email address is set up AND that you can receive messages. Please make sure that your mailbox is not full or you may not receive messages sent to the class.

The instructor will respond to all inquiries, questions, and other electronic correspondence within a timely, but not necessarily immediate, manner. Most electronic communications will be answered within 48 hours. All email messages from the instructor will be sent to the student's UNO email address.

In any correspondence you send, please do the following or you **may not** receive a response from the instructor: supply your name, course number, nature of your communication, appropriate salutation (Dear Dr. Williams), and appropriate use of grammar (no slang).

Assessment

Come to class prepared to discuss readings and assignments for that day. Your ideas, comments, questions, and participation are required for all class activities. **Please be aware that e-mailed assignments will not be accepted. Assignments can only be turned in class on their due dates.**

Grading

Exam 1	100
Exam 2	100
Exam 3	100
Exam 4-Comprehensive Final Exam	100
Homework/Assignments*	100
HotelSim**	100
IClicker Assignments & IClicker Participation***	100
Total	700 points

***Assignments reinforce concepts in each chapter and will be announced in class. No late assignments will be accepted. Specific grading criteria and due dates will be provided for each assignment. The point allocation for assignments will vary depending on the number of assignments.**

****HotelSim is an online, hands-on simulation competitive game where teams may focus on the following: Forecasting, room pricing, F&B outlet pricing, F&B costs, refurbishment, capital improvements, staffing, salaries, training, and marketing. The student will become knowledgeable in how, why, and what decisions are made to operate a profitable hotel effectively. Your final grade will be based on your team's strategy, final ranking, and individual report. More details will be provided in class.**

Grading Continued

*****Points are awarded for clicking responses to general questions and for correctly clicking the answer to questions when prompted. Your grade is recorded in the IClicker software and will not be adjusted for any reason. There are no make up opportunities for missed classes regardless for the reasons for the absence. Although you may miss class, please keep in mind that you will not receive IClicker participation points on those days.**

Make-up Exam Policy

No make-up exams will be given.

Attendance Policy

Attendance will be recorded with the IClicker for each class. Attendance will be taken at the beginning and may be taken at the end of each class. Students should be punctual to all classes. Tardiness is very distracting to guest speakers, the teacher, and students! Therefore, tardiness or leaving class early will result in no attendance credit for the day. Thus, you will receive a 0 if you do not click when prompted. You are responsible for any changes to the syllabus or schedule that is discussed in class whether you are in attendance or not! Changes will be announced in class and sent electronically to all students.

Please do not email me to ask if anything important will be covered in class. Every day's class is important and equally important to your other courses. Also, if you miss class for any reason, please refer to the syllabus to get caught up.

If another student signs the roll or uses an IClicker for any student, both students may be sent to Judicial Affairs. According to the University's policy on Academic Integrity, any student or group found to have committed an act of academic dishonesty shall have their case turned over to Judicial Affairs for disciplinary action which may result in penalties as severe as indefinite suspension from the University. Academic dishonesty includes, but is not limited to: cheating, plagiarism, fabrication, or misrepresentation, and being an accessory to an act of academic dishonesty.

Late Submissions

All assignments are due by the end of class on the date specified. Late assignments will not be accepted. There are no make-ups and no exceptions!

Examination Requirements & Policy

Your name must appear on your scantron or 5 points will be deducted from the exam grade.

All examinations will include all materials presented up until the date of the exam. All materials including textbook chapters, class lectures, and guest speaker lectures are fair game for each respective exam.

Blue Scantrons and #2 pencils (available in the UNO Bookstore) are required for all tests and quizzes. No dirty, ripped, torn, or unusable Scantrons will be accepted and will result in a letter grade deduction if the scantron is not graded due to the above reasons. On exam days, students should arrive to class on time and prepared. No technology is allowed during class and particularly during exams. Any students with visible technology during an exam will be dismissed and will receive a 0 on the exam. Students will be required to remove hats in class.

Examination Requirements & Policy Continued

Once the first exam is turned in, no students will be allowed to take the exam. Students suspected of cheating on any examination will receive an F and be dismissed from the course. There are no opportunities for make-up examinations. No exam will be dropped for the purpose of calculating the final grade.

Statement of Accommodations for Students with Disabilities

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to <http://www.ods.uno.edu>.

Sexual Harassment Policy

Purpose: To reaffirm the University's policy against sexual harassment in any and all areas of the University environment. Harassment on the basis of sex is a violation of Section 703 of Title VII of the Civil Rights Act of 1964. Additionally, sexual harassment subverts the mission of the University. It is necessary, therefore, to prohibit such behavior to protect both the individuals involved and the University.

General Policy: Sexual harassment is unacceptable behavior and will not be tolerated. Sexual harassment is a violation of state and federal law. Sexual harassment has a negative impact on the functioning of the University. Consequently, all member of the University community must be sensitive to the possibility of sexual harassment whether intended or inadvertent. Individuals must recognize this potential and act to prevent it. When sexual harassment has occurred, the University shall take effective and expeditious action.

Individuals in supervisory positions must be aware of their role as agents of the University and shall make every effort to censure such behavior when it occurs. Any member of the University community who is informed of a possible incident of sexual harassment shall make the informer aware of the existence of the University's policy and procedures.

All members of the University community must learn to recognize sexual harassment when it occurs and should be aware of the policy and procedures which govern the handling of allegations of sexual harassment fairly and expeditiously. Since those who may be subjected to sexual harassment may experience disruption in their work or academic environment and may fear retaliation and public notoriety, investigative procedures must protect their privacy as much as possible.

The University's Sexual Harassment Policy is available online via the UNO webpage (www.uno.edu).

University Policy on Academic Integrity

Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at <http://www.studentaffairs.uno.edu>.

Harassment and Discrimination Policy

The University of New Orleans is a multicultural community composed of diverse students, faculty, and staff. A fundamental principle of the University of New Orleans is that there be an environment of mutual tolerance and respect, which is free of hostility toward, discrimination against, or harassment of any person based on race, color, religion, sex, disability, national origin, age, sexual orientation, marital or veteran status, or any other status protected by law. Every member of the university community is held strictly accountable for his or her behavior with regard to this standard. The Policy is available online via the UNO webpage (www.uno.edu).

HRT 2020 Hotel Operations Fall 2015 Schedule

Date	Readings and PowerPoint Slides
Thursday, August 20	Review Syllabus
Tuesday, August 25	Chapter 1
Thursday, August 27	Chapter 1
Tuesday, September 1	Resumes and Chapter 1
Thursday, September 3	Chapter 1 & Begin IClicker. Register your remote online. Refer to page 2.
Tuesday, September 8	Chapter 1
Thursday, September 10	Exam 1-Chapter 1
Tuesday, September 15	Chapter 2
Thursday, September 17	Chapter 2
Tuesday, September 22	GNOHLA Career Fair
Thursday, September 24	Chapter 2
Tuesday, September 29	Chapter 3 & STR
Thursday, October 1	Chapter 3 & STR
Tuesday, October 6	Chapter 3 & STR
Thursday, October 8	Midterm Exam 2-(Chapters 1-3)
Tuesday, October 13	Chapter 4-Game
Thursday, October 15	Midterm Break-No Class
Tuesday, October 20	Chapter 4-Game
Thursday, October 22	Chapter 4-Game
Tuesday, October 27	Chapter 5-Game Teams
Thursday, October 29	Chapter 5-Game Report
Tuesday, November 3	Chapter 6-Game
Thursday, November 5	Chapter 6-Game
Tuesday, November 10	Exam 3-TBA (Chapters 4-6)
Thursday, November 12	Chapter 7-Game
Tuesday, November 17	Chapter 7-Game
Thursday, November 19	Chapter 8-Game
Tuesday, November 24	Chapter 8-Game
Thursday, November 26	Thanksgiving Holiday-No Class
Tuesday, December 1	Chapter 9-Game
Thursday, December 3	Last Day of Class & Report Due
Thursday, December 10	COMPREHENSIVE FINAL (Chapters 1-9) 10:00 AM - 12:00 PM

***Changes to the schedule will be announced in class!**